

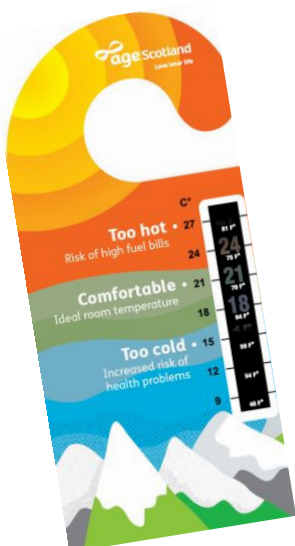
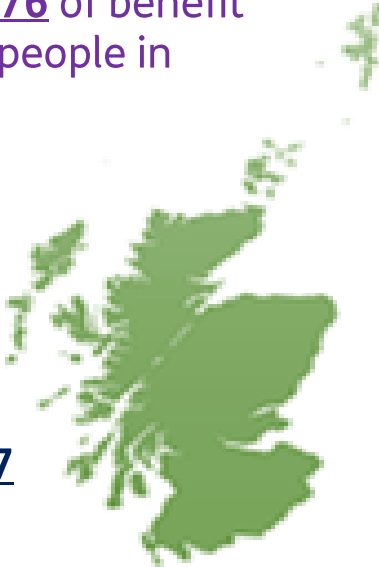
# Annual Review

## 2017 / 18



Our free helpline took more than **10,000 calls** and identified an **extra £587,176** of benefit claims for older people in Scotland.

We held **17 network meetings** with member groups across Scotland **attended by 417** older people



We distributed **19,000 Age Scotland Thermometers** and **20,000 copies of Advantage Magazine** to older people and member groups



## Foreword

I am delighted to report back to you the successes and developments undertaken by Age Scotland's staff and volunteers over the last year.

It had been a very busy twelve month period for the organisation with a range of new projects and initiatives firmly rooted in our strategic objectives.

Our free helpline which provides information, friendship and advice helped to identify a record level of unclaimed entitlements and benefits for older people. Our Early Stage Dementia project produced twelve new guides and have been increasing public awareness. We have been increasing the media coverage of the charity and challenging negative stereotypes of ageing. Our efforts to tackle loneliness and isolation took a huge leap forward following our work to influence the Scottish Government's new national draft strategy on this critical issue.

I look forward to what the next year holds as we enhance our offering to improve the lives of older people in Scotland.

Thank you for the part you have played.

Yours sincerely,

**Lord George Foulkes**  
Chairman, Age Scotland

## 2017/18 in summary

### We promote positive views of ageing and later life

The charity has a valuable relationship with the Scottish Government as an established national stakeholder. We have regular opportunities to **discuss and influence government policy** on a wide range of issues that affect older people in Scotland. Over the last year 2017/18 we have had positive engagement on issues such as social security, the National Transport Strategy Review, social care, housing, energy efficiency, loneliness and social isolation.

The major study undertaken in conjunction with the University of Stirling and funded by the Life Changes Trust, **“Quality of Life”** was published in the Autumn of 2017. The purpose of this work was to establish the kind of life older people wish to live in their later years. The research explored what older people think is needed to achieve and maintain a good life, as well as how good life might differ if an individual finds themselves developing a long-term condition, or if they become a carer.

The Community Development Team have been providing individual support and relationship building visits to groups throughout the country all year round, including Men’s Sheds through a dedicated member of the team. The Community Development Team organised **17 Age Scotland network meetings for member groups across Scotland, with a total of 417 people in attendance**. This excludes specific Men’s Sheds network meetings. These network meeting have been opportunities for extensive consultation with members on a variety of policy issues and delivery of presentations, as well as getting to know each other.

The Policy and Communications team vigorously challenge negative stereotypes of people in later life in the media offering counterpoint and **case studies** to demonstrate the value, experience and positive contribution older people in Scotland make.



We have  
consulted 500  
older people  
on transport  
issues



We launched a  
new Community  
Connecting  
service to tackle  
loneliness and  
isolation

In March 2018, the **Charity’s fourth annual National Conference** was held in Glasgow with the theme of celebrating 75 years of our evolution. **More than 330 members, exhibitors, staff and partners took part** in a fantastic awards ceremony, high quality workshops, discussions, speeches and information stands. The Conference highlights included a speech from Scotland’s Makar and the awards ceremony hosted by the BBC’s Jackie Bird which recognised the significant impact that Age Scotland members and groups have in their communities across Scotland.

**Three editions of Advantage magazine were produced and with a total of 20,000 copies** distributed to members, groups, partners and associations across the country.

### We help older people to be as well as they can be

The **Age Scotland Helpline** continues to provide high quality advice on a wide range of complex issues to older people and their families. The helpline takes up to **1000 calls per month and over the year more than 10,000 calls were handled**. This reduction in calls from the previous year is as a result of the nature of the calls changing. There are less regular calls from older people seeking to chat due to the partnership with The Silver Line ending in October 2016.

Of the 15,618 issues addressed by the helpline advisers, the largest proportion were to do with benefits and entitlements (32%), followed by issues with social care (24%). Helpline advisers were successful in soliciting an **extra £587,176.68 in unclaimed benefits** and entitlements for older people following their benefits check process.

The **Age Scotland Information and Advice service** produces guides and factsheets and work with Age UK and other partners to ensure that their information is relevant to Scotland. Major publications that were produced includes the Benefits Maze, Power of Attorney, Care and Care Funding and a guide on Attendance Allowance. The popular Age Maze guide is regularly updated. Last year **34,621 publications were requested and sent to people in Scotland and a further 24,753 were downloaded** from the website.

Our **Veterans' Project** team work with the helpline, information and advice and Community Development to promote the rights of older veterans and advertise initiatives where they can get extra support, whether it is healthcare, transport assistance, benefit entitlements or respite. The team conduct outreach activities to older veterans groups across Scotland and work in partnership with others from the Unforgotten Forces consortium to develop policy initiatives.



**We have 12  
dementia-  
related  
publications**

The **Early Stage Dementia Project**, which is funded by the Life Changes Trust, delivers training to all staff and to member groups to aid our charity's development to being dementia aware. New information resources are developed, including 12 dementia related publications. We continue to deliver training focused specifically at workplaces and highlight dementia awareness through the media.

The **"Warm and Well" project** which advises older people in Scotland's four largest cities on energy efficiency initiatives and actions they can take to keep their home warm, delivered 26 sessions and held six advice stands out. Large numbers attending both the sessions and the advice stands, we have managed to reach more than 400 older people.

At the end of 2017 we began working with Transport Scotland, the Scottish Government's Transport Agency, to deliver **consultation events with older people across the country to help develop the National Transport Strategy**. This strategic document, referred to as "NTS2" will set out their transport strategic and spending priorities for the next 20 years. The delivery of more than 20 consultation sessions will take place from Spring 2018 through to the Autumn of the year, but considerable planning work was undertaken beforehand. Our aim is to ensure that the needs and views of older people are taken into account and that Scotland's transport infrastructure is fit for purpose against a backdrop of an ageing population.

The **Age Scotland Housing Project** has been conducting research into the housing needs of older people in conjunction with ScotInform providing valuable insights and data to inform the writing of a new **"Your choice of home in later life: a guide to housing options for older people in Scotland"**. Data from this survey is regularly used in the media. The University of Stirling have been commissioned to transcribe focus group work and produce a report to inform future deliverables of the project. Staff have been involved with the development of the Scottish Government's Planning Bill with the aim to enhance provision of age friendly places and to build in elements of better intergenerational developments.

More than **19,000 copies of the Age Scotland thermometer**, funded by the Scottish Government, were distributed to older people and groups throughout Scotland. These were hugely sought after and provide people with simple advice on keeping warm, contact details for the Age Scotland Helpline and Home Energy Scotland as well as a scaled thermometer to alert people when a room is too cold (increased risk of health problems), comfortable (ideal room temperature) or too hot (risk of high fuel bills).

Our **Allied Health Professionals**, who are funded by the charity and the Robertson Trust, have been training organisations and rolling out our "Body Boosting Bingo" exercise programme to member groups

across Scotland. There were **45 Body Boosting Bingo sessions to 890 people in 27 locations** and **“Age Awareness” training sessions were delivered to around 280 people**. This training has received very positive evaluations with marked shift (40% in some cases) in understanding in issues affecting older people, reactive behaviours and successful ageing.

As part of the **Planning for Your Future training** there have been **32 health and wellbeing sessions with over 400 participants**.

The **“Let’s Get Moving” Munro Challenge** was completed on 31<sup>st</sup> January 2018 and announced at the March conference in Glasgow. 18,487 miles were completed by 22 groups and 20 staff – the equivalent of climbing up and down all Scotland’s 282 Munros, 42 times.

Good progress was made in 2017/18 with **Age Scotland’s training** propositions to the public and private sector. There has been a more receptive take-up from non-departmental government bodies than the private sector in this period. The training programme has been developed and wholly funded by Age Scotland. There were 200 individuals booked on to the Planning for Your Future open workshops, 20 Planning for Your Future in-house workshops took place, 13 Age Awareness workshops and 10 for Early Stage Dementia.



**890 older people took part in 45 Body Boosting Bingo sessions**

## **We tackle loneliness and isolation**

We produced a **twelve point policy statement** with the Mental Health Foundation in December 2017 about the links between loneliness and mental ill-health in older people. We commissioned YouGov to carry out polling on this issue which aided the formulation of the policy asks to the Scottish Government. Elements of this may be addressed and adopted by the Scottish Government in their strategy to tackle loneliness and social isolation.

The **Christmas campaign “No one should have no one”** was successful in highlighting loneliness amongst older people in Scotland. The campaign demonstrated that 60,000 older Scots would spend Christmas alone. This is an increase of 10,000 on the previous year. The campaign generated significant media coverage and public awareness.

The Charity is working with the Scottish Government and partners to strengthen the national draft strategy to tackle social isolation and loneliness. The government’s consultation **“A Connected Scotland: Tackling social isolation and loneliness and building stronger social connections”** was launched in **January 2017**. Our response to this strategy focussed on four key areas – demonstrating the successful work Age Scotland is doing to tackle loneliness and that our projects are scalable; good examples from across the world and the third sector to address this issue; calling for a named and dedicated Ministerial position to tie the work of the Scottish Government and efforts across Scotland together; and offering ways upon which the government can successfully measure the impact its work will make progress.

The **Age Scotland Community Connecting** service has been developed to enable helpline staff and volunteers, through a dedicated Development Worker, to help isolated older people find opportunities to get involved in activities of interest to them in their local community. Guides by local authority are continually being reviewed and updated so that there is an up-to-date list of what people can get involved in. The support of member groups in identifying and offering positive opportunities which are accessible to isolated older people.

The funding from the Robertson Trust and Scottish Government which supported two development officers for **Men’s sheds** came to a successful conclusion last year. Funding was then awarded by the Scottish Government to ensure one Community Development Officer to support shedders. An inspiring

report called “**The Shed Effect**” was written by Age Scotland and launched in May 2017. It outlined the benefits of these sheds and included stories from shedders themselves.

**The Men’s Sheds Small Development Grants Programme**, which was supported by the Robertson Trust, supported 31 applicants with a total of **£55,531.94**. Eleven Festive Grants were issued to help member groups in Lochaber, Lochalsh, Skye and the Western Isles to hold activities to tackle loneliness and isolation. These grants were supported by the Scottish Government.

## Developing Income Streams

2017/18 was a year of transformation for Fundraising with a total change in staff, following periods of vacancy, and a complete review of priorities and focus. This resulted in new strategic fundraising plan which includes commitment and resource to build income from corporate partners and trusts and foundations within the context of an ageing population.

The financial year ended positively with legacy income again returning a strong performance.

We are confident of a fruitful year in 2018/2019, helped by tangible and impactful work for which to fundraise – *Independent Living and Age Inclusion* – and a more collaborative approach, including closer working with Age UK.

## Age Scotland Trading

During the year the programme continued to wind down our Retail operations, a decision taken in 2016/17.

For the year 2017/2018 the overall business incurred a net loss of £6K, which was £17k better than plan. The two remaining shops, Bathgate and Broxburn generated a net profit of £53K. This was offset by costs incurred relating to the closure of the Nicholson Street and Union Street shops and the requirement for major repairs on the Ayr shop. The reduction of the retail portfolio will continue with the closure of the Bathgate Shop in August 2018.

## Age Scotland Enterprises

The operating profit for the year ended at £404K, which although 7% below plan, is still considered a strong performance considering the very competitive market place it operates in. Lottery and Travel were the strongest performing streams while Home and Motor fell by 21% and 19% respectively against plan. Costs were controlled throughout the year and overall expenditure fell by £27K below plan.

The £404K profit is split between Edinburgh £341K and Glasgow £63K.

## Thank you

We would like to thank our staff, volunteers, partners and trustees. It is you who make it possible for us to work towards a vision of a Scotland where everyone can love later life.



## Governance

Age Scotland membership has been maintained at a level of 1,256. We are continually reviewing how we best ensure that our resources are focussed where they are needed most to support the great work and sustainability of our Member Groups across Scotland.

During the year we made the following appointments:

**Charity Board:** Tom O'Connell, Brendan McCormack, Ken Nicolson and Pennie Taylor reappointed

**Age Scotland Trading Ltd:** Madeleine Kemna appointed

**Age Scotland Enterprises:** No changes

**Finance & Risk Committee:** Rod MacRae appointed

**Members Services Committee:** Malcolm Wetherall and Diana Findley reappointed and Margaret Tait appointed

**Our three strategic aims are:**

- We promote positive views of ageing and later life
- We help older people to be as well as they can be
- We tackle loneliness and isolation

During the year we introduced a project prioritisation process to guarantee that the work we undertake has a level of scrutiny to ensure approval is only possible if the work meets our key strategic aims.

## Looking Ahead

We continually review our operations and activities and already 2018 -19 has seen the introduction of some very exciting initiatives within Age Scotland which will be further developed as the year progresses:

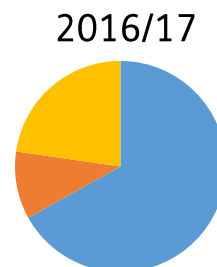
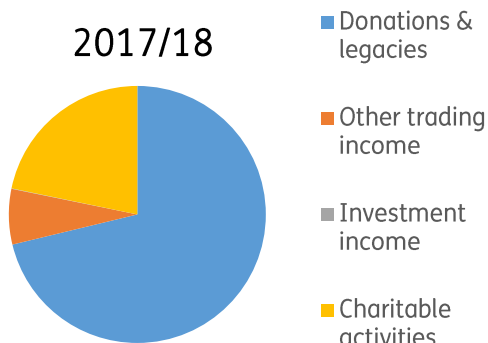
- The charity Care and Repair Edinburgh has joined the Age Scotland Family
- We have launched a new Good Day Call service to operate out of Age Scotland Orkney our very first Brand Partner
- We introduced a new Community Connecting project
- Care and Repair Edinburgh, the Good Day Call service and the Community Connects project will be part of our new 'Independent Living' proposition which will also include our Helpline offering Information Friendship and Advice
- Our work with employers has further increased with us creating an Age Inclusive Matrix helping employers in Scotland culturally change to being an age inclusive employer
- We expect to see our work continue to increase in the area of Dementia as we see the number of people either living with or being impacted by dementia rising significantly in Scotland

## Our donors and supporters - who make it all possible

Without donations and legacies, which make up more than two-thirds of the Charity's income, we would be unable to carry out our work to improve the lives of older people in Scotland.

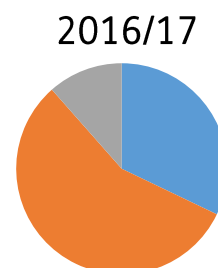
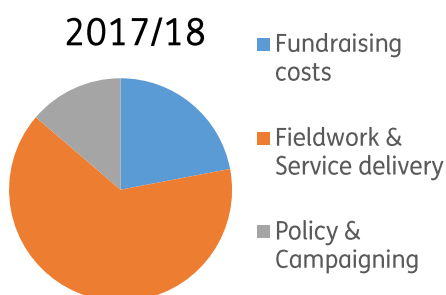
Age Scotland is enormously grateful for financial support from loyal individuals, including those you left gifts in their wills, private trusts and foundations, public funders, and corporate partners. There are too many supporters to list individually but we'd like to assure every one of the impact that each gift makes with 75p in every £1 being used for our charitable activities. Thank you.

## Income & Expenditure



### Income (£'000)

	2017/18	2016/17
Donations and legacies	2,719	2,579
Other trading income	266	399
Investment income	2	-
Charitable activities	830	876
<b>Total</b>	<b>3,817</b>	<b>3,854</b>



### Expenditure (£'000)

	2017/18	2016/17
Fundraising costs	532	844
Fieldwork & Service delivery	1,553	1,552
Policy & Campaigning	332	317
<b>Total</b>	<b>2,417</b>	<b>2,713</b>
Surplus/(Deficit)	1,400	1,141



Age Scotland, part of the Age Network, is an independent charity dedicated to improving the lives of everyone on the ageing journey, within a charitable company limited by guarantee and registered in Scotland. Registration Number 153343 Charity Number SC010100 Registered Office: Causewayside House, 160 Causewayside, Edinburgh, EH9 1PR